THE BRITISH COFFEE ASSOCIATION

Board Meeting Minutes
Tuesday 9th November 2021
Via Video & Conference Call

Present at meeting:

Paul Rooke	BCA Executive Director
Catriona Balfour	BCA Communications & PA Manager
Tracy Brown	BCA Secretariat
Andrew Kerr	OCR Commodities (Chair)
Angus Kerr	Coffee ag Ltd (A&CC Chair)
Mick Flynn	Complete Coffee Limited
James Paling	Commodity Centre
Elizabeth Barry	Equatorial Traders
Fergus Wilson	Group Sopex
Richard Hankinson	ICE Futures Europe *(Part of Meeting)*
Tasmina Hoque	JDE
Chris Coates	Taylors of Harrogate

1. Apologies for Absence

Roxy Rocks-Engelman	Cafédirect (Sustainability Chair)
Esme Knight	Costa (Comms Chair)
Jason Cross	CWT
Thomas Blackwall	Finlays
Ellis Oliver	JDE
Kevin Carrington	Vollers UK Limited

2. Competition Law Compliance

It was proposed that the meeting would run under the revised FDF competition law compliance rules previously distributed.

3. Minutes of the Last Combined AGM/Board Meeting

No comments received – minutes approved.

4. Matters Arising from Previous Meeting Minutes

No matters arising.

5. BCA Accounts

- **Management Accounts to 30/09/21**

PR noted that as of yesterday we had received the accounts up to the 31st October. We are looking to revise the layout to include a column showing budget to date, to give a clearer picture of current positions and would hope to have that in place for the next Executive meeting.

Income

PR noted that you will see in the accounts up to the end of 30/09/21, subscriptions are slightly higher than budgeted, and there should be some new member income to be added for the October accounts.

Expenditure

PR noted that the networking event expenditure was slightly higher, but this was expected as this was a new event format for us, and the hit should be around about £1,000.

Travel expenses were lower due to Covid.

The ECF figure was slightly below budget, due to when the invoice was paid and the exchange rate at the time.

CC raised the question about salaries to date and full year outturn which did not appear to correlate. PR explained that the 3rd and 4th quarter will show for 3 employees whereas Q1and Q2 was for only 2 employees.

PR noted that he was looking at an end of year assessment on payments made and expenditure to come, the figure currently there does not take into account the final 3 months and additional expenses such as the new website that need to be accounted for.

TH asked for an update on previous discussions regarding subscription fees for ECF and the FDF. PR noted that we have not heard anything further from the FDF about the removal of the Associate Membership category, which would increase our fee significantly. It had been agreed that we would wait for the FDF to come back to us on this. Things may change when they get a new Executive Director on board at the end of the year.

PR noted that he is going to start a conversation with the ECF regarding their fees for 2023, as we are starting to see a lot of the work the ECF are undertaking is of interest to us, but not as important as previous and the fees would need to reflect that. CC asked how would this work in practice, would we attend less meetings, and would they not expect us to pay the same? PR noted that he would be looking at the approach that Switzerland has rather than that of a Member State, it might be more of a symbolic reduction though. PR added that we might need to have more focus and resource with UK authorities such as HSE, FSA etc. CC added that it would be a good opportunity to review what this change might look like. PR re-confirmed it would be something for 2023 rather than 2022.

TH asked if notice needs to be given to both sides, PR advised it would, we will need to double check what those notice periods would be. PR confirmed because of these notice periods it would be something that would need to be looked at for 2023 and not 2022.

CC asked what the implications were should the FDF remove the Associate Membership category, PR noted that it would mean a significant increase over 3 times as much as we currently pay, TB added that those BCA Members (who were not already members of the FDF, and whose business activities fell within the scope of FDF activities) would need to join.

ACK asked for the accounts to be approved, all approved.

- **Balance Sheet to 30/09/21**

PR noted that as you can see from the current assets, no significant movement, or changes throughout the year.

6. Executive Director Report

- **Brexit, Covid-10 & Supply Issues**

PR noted that there is quite a lot happening at the moment, and we have talked at various meetings about the challenges of moving goods.

We are in the process of finalising a letter to Robert Courts the BCA's office consistency MP and a transport minister. We wrote to him back in 2020 and we are hoping to get an answer from him this time, his response has been disappointing previously.

Within the letter to Robert Courts we understand and recognise the limitations as to what government can do but stressing there is an opportunity to engage more widely on the logistics issues.

In terms of workforce issues the Association of Labour Providers had just released a new survey showing the situation on labour availability continued to worsen for many businesses and this was across all aspects from office staff to manufacturing.

PR referred to current press speculation suggesting the UK was about to invoke Article 16 to protect the NI protocol. We are only just coming to the end of both sides really understanding the offer from the opposite side, and it is now that the negotiations start. If the UK does invoke Article 16, the EU have intimated some of the actions they may wish to take these might include placing of tariffs, but this could not happen immediately, the danger to Members from any retaliation however could be in the form of increased costs.

- **Sustainability & Climate**

PR added that we are all aware of COP26 running in Glasgow, at which CB would be attending an FDF event tonight. As part of our approach to this and the deforestation push last week, the Sustainability Committee had been working on a deforestation position paper for several weeks which we decided to bring this forward. It has gone out to the Members, media, several organisations and politicians. From a UK perspective, the aim was to not have coffee included in secondary legislation on forest risk commodities.

PR stated that we have reissued the Energy Survey (adapted from the UKTIA document) to Members for their feedback, and we hope to have feedback on the results of the survey at our next Sustainability meeting in December.

TH asked regarding deforestation and environmental bill are the BCA feeding through directly to governmental departments as well as via the FDF, PR confirmed that a mixture of both depending on what the particular issue was.

TH asked if we are aligning with any other sectors particularly around deforestation. PR stated that this stage we have worked with the UKTIA regarding the energy survey and aligning as much as we can with the ECF deforestation paper. PR noted that perhaps we do need to have some degree of separation than some associations as coffee often has a much more positive position to put across than other commodities. TH noted the reason for the question, would we have more weight if we combined with other commodities. PR added that it was certainly not off the agenda, and we do currently continue to liaise and raise these issues with the Embassies, such as the Brazilian, Colombian, and Vietnamese. CC thought that it might be difficult to align with some other commodities. CC asked are we stating that all Members are acquiring certified coffee. PR noted that we were trying to get a decent set of figures through the Sustainability Working Group to be able to state these facts, but we struggled. PR noted that perhaps we can do some exploratory work with some of the other commodities and how we sit alongside them.

- **ECF**
  - **Posting**

PR noted that the Posting issue has been ongoing for quite some time, where a defaulter of an Arbitration Award, their company details then get posted to the Members of the ECF. After lengthy debate a solution has now been submitted to the ECF Council for approval at their meeting in early 2022. AK noted that this is work in progress, but we hope that we can look to get a positive resolution.

  - **Contract Training**

PR stated that we have been approached by the ECF to help run a contract training seminar in early 2022. We have put together a draft programme that has been presented to the ECF for them to look at recruiting specific speakers. It is also something that we the BCA can look to take forward for our future courses and training.

  - **SSU's**

PR noted that regarding single serve units, as there is no single approach as to how these are delt with across the Member States, or how they are seen from a regulatory point of view, the ECF has recruited consultants to establish a way forward on this. One of the biggest concerns is the suggestions coming out of the Commission that there should be much more regulation on the materials that are used for capsules, and the ECF is pushing quite hard this point that industry should be able to maintain flexibility as to the materials used to produce capsules. It's all about their recyclability and what we should not have is a sector where materials are decided on by regulation.

In the UK we have a slightly different route and are slightly ahead on how we approach this, but we continue to monitor what is happening in the European scene.

CC asked for reference that we refer to SSU's as covering all forms of single serve coffee, not just capsules.

TH asked if they were making formal representation of examples of how it was being managed in markets around Member States, and how was this being incorporated, are they taking into account the circularity. PR noted that the ECF are looking at several different Member States, and circularity should be taken into account.

TH asked if they can be connected into Rick at Podback form a UK point of view, PR noted that he did contact Rick yesterday so that the UK perspective can be fed through.

- **International Contacts**
  - **ICO & UK Involvement**

PR noted that the BCA were part of the meeting when the UK formerly joined the ICO, but it is still unclear how this will progress and with several changes within Defra it has been difficult to find out. PR noted that we managed to track down the right people, and we are seeking further meetings with Defra, FCDO and DIT, not only about the ICO position but there is a question where coffee policy might sit, it seems to be unclear with these departments.

  - **Global Coffee Organisations**

PR added that as to where coffee policy might sit is very similar with other global coffee organisations/associations, we have now had 2 meetings with the US, Canada, Switzerland, Germany and the ECF. PR referenced a slide put together by the NCA on Characteristics and on our Shared Values. As a group of organisations these are things that we are looking to work on, and we will be looking to possible extend out this group to those in producing countries. PR added that the ED of the Canadian Association has agreed to informally Chair this group.

- **BCA Participation Events 2022**
  - **Dinner 2022**

PR noted that we are now at a point to make a decision on the Dinner for 2022, and where we are heading regarding both Covid, also the position of the dinner regarding the SCTA dinner which is mid-October. PR stated that we have an opportunity to run this event on the 17th June, PR noted that Members who attend and sponsor the dinner were surveyed, most, not all the Members recognised why we might look to run this in June.

ACK noted that Covid has given us a lot of disruption and well as opportunities, the optionality of June 17th it is the perfect opportunity to move to this time of the year. ACK noted that the following week of June is the World of Coffee event in Warsaw, which attracts around 10-12k people across the coffee world. Based on the fact that the survey overall came back positive to run in June that we look to move forward on this. AK felt that moving to June might increase our numbers from the international trade. CC noted that he fully supported a move to June. TB noted that feedback from Members who would support the event, but they did not want it to be downgraded and that it should still be a black-tie event. ACK noted that he agreed that it should not be downgraded and will continue to be a black-tie event. PR noted the support from Board members for the move to a June 2022 slot and that this now gives us a way forward.

  - **Summer Event**

PR noted that those who attended the summer networking event, it was well received, and we were asked if we going to run it again. But we can discuss this at anther time, and for it to be given a purpose to run.

  - **Golf Day**

PR added that the golf day in 2021 was run successful and we were blessed with good weather in September. We are starting to look at where and when we run this in 2022.

  - **Coffee Event Representation**

PR noted that it was suggested to us that the BCA should participate in events such as the London Coffee Festival, to improve knowledge and awareness of the BCA and to further increase Member Recruitment, further information will be forthcoming.

Action: BCA

CB noted that our presence at events it is worthwhile in terms of our pillars from the strategy day to increase the visibility of the BCA, if it is with a stand, with attendance or even just content distributed. This is manpower dependent; we are looking at the London, Manchester and Glasgow Coffee Festivals.

- **BCA Communications**
  - **Logo & Website**

CB noted that the major work we are currently undertaking is the re-build of a new website, this work will include a new logo, content, and categorisation of this content. We hope to be able to generate more content from the Membership and have more of a two-way conversation and for Members to promote what they are also doing, their news and achievements.

The website will be less static with more regular content being added.

CB added that we are also looking at options for being able to pay to attended webinars, training etc. via the website.

CB went to explain about a refresh of the brand and a new colour pallet and logo. CB when on to go through the new logo designs and how we got to these and the colours chosen, these have previously been circulated to the Communications Committee. CB asked those on the call if Members had a strong view to keep the original logo or happy to move to something different. ACK noted that he felt it needed a total refresh and coffee didn't need to stick to browns, reds and greens.

No objections received regarding the new branding.

- **Engagement**

CB stated that as well as improvements to the website, there will be a newly designed newsletter and an online forum for Members we hope will create a better sense of community.

CB noted that since she has joined, twitter engagement has increased by 17% and LinkedIn by 42%, which again increases the visibility of the BCA. Having a presence at events has driven the increase in traffic and visibility.

CB added that there will be increased blogs from PR and hopefully from our Members with a 'Members Spotlight'. The first or our new 'In Conversation With' series of webinars will take place on the 15th November. TH asked if the webinar would be recorded, CB noted that she will double check with the FDF, but it would be something that we also like to have hosted on the website. CB added that we will also be looking at the themes that have come out of COP26 for future webinars. CB asked Members if they had any thoughts on topics they think would be good to cover either as a webinar, blog or through leadership, please do contact CB.

Action: ALL

TH asked to that point if the BCA had already prepared any stock statements on specific topics/issues that could be attributed to PR or others, also what was the BCA's external media plan, are if their topics that we would look to promote from a media perspective. CB noted that we do already have several media statements prepared, but at the next communications committee meeting she would like to run through and identify if there were any additional subjects/issues/opportunities for her to focus on and plot on the timeline.

Action: CB/BCA/Communications Committee

7. Items to go forward to the 2022 AGM

PR noted that earlier in the year we did work on the Committee Constitutions, and these are now ready to be put forward to the AGM next year.

8. Member Recruitment

ACK noted that he and CB had been working on this since it was first put together by TBlack and himself. ACK added that he had already started work on several companies that he had contacts within the Tier 1 category. ACK stated that he would also be meeting with a company in Geneva in the next few days and will discuss membership. ACK added that we have had several small companies join us recently through organic growth.

9. Dates of the next Board meetings:

PR noted that we will confirm these dates in due course, but the next meeting would likely be towards the end of March.

Post Meeting – 2022 Meetings Dates Confirmed as:-

AGM & Board Meetings – 1.00p.m. – 4.00p.m.
Wednesday 23rd March – Rooms George & Machin

Board Meeting – 1.00p.m. – 3.00p.m.
Wednesday 23rd November – Rooms Bodinnar & Cleminson